

ORDER



Orders
Order / Rev: 718371
Alt Order #: 06353041
Product Desc: PAULSEN FOR CONGRESS
Estimate: PAULSEN FOR CONGRESS
Flight Dates: 10/10/12 - 10/16/12
Original Date / Rev: 10/05/12 / 10/05/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Strategic Media Placement LLC
Buying Contact:
Billing Contact:
 3946 North Hampton Drive
 Powell, OH 432065

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: PAULSEN/R/CON/MN
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	52	\$39,025.00	\$33,171.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	52	\$39,025.00	\$33,171.25	0.00
Totals	52	\$39,025.00	\$33,171.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/15/12	10/15/12	NBC Nightly News	CM	530-6P	M-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
				NBC Nightly News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$2,250.00		0.00			
N 2	KARE	10/10/12	10/16/12	M-F 5-6a	CM	5-6a	-1111--	:30	4	\$250.00	P-2	0.00	NM	4	\$775.00
				KARE First Edition M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/12	10/16/12	-1111--		4				\$250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	KARE	10/10/12-10/16/12	M-F 5-6a		5-6a	-TWThF----	:30		\$175.00		0.00	NM		
	3	KARE	10/10/12-10/16/12	M-F 5-6a		5-6a	-TWThF----	:30		\$175.00		0.00	NM		
	4	KARE	10/10/12-10/16/12	M-F 5-6a		5-6a	-TWThF----	:30		\$175.00		0.00	NM		
N 3	KARE	10/11/12	10/16/12	M-F 6-7a	CM	6-7a	---1---	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
				KARE 11 Sunrise M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/11/12	10/17/12	---1---		1				\$900.00		0.00			
N 4	KARE	10/10/12	10/15/12	Today Show	CM	7-9a	1-1-1--	:30	3	\$800.00	P-2	0.00	NM	3	\$1,800.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/12	10/16/12	1-1-1--		3				\$800.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	KARE	10/10/12-10/16/12	Today Show		7-9a	M-W-F----	:30		\$500.00		0.00	NM		
	3	KARE	10/10/12-10/16/12	Today Show		7-9a	M-W-F----	:30		\$500.00		0.00	NM		

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	KARE	10/11/12	10/15/12	M-F 9-10a TODAY	CM	9-10a	--- 1---	:30	1	\$360.00	P-4	0.00	NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/11/12	10/17/12	--- 1---	1		\$360.00		0.00						
N 6	KARE	10/10/12	10/16/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	11111--	:30	5	\$125.00	P-2	0.00	NM	5	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/12	10/16/12	11111--	5		\$125.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
2	KARE	10/10/12-10/16/12		M-F 11-1130a	11-1130a		MTWThF----	:30	\$75.00		0.00	NM			
3	KARE	10/10/12-10/16/12		M-F 11-1130a	11-1130a		MTWThF----	:30	\$75.00		0.00	NM			
4	KARE	10/10/12-10/16/12		M-F 11-1130a	11-1130a		MTWThF----	:30	\$75.00		0.00	NM			
N 7	KARE	10/10/12	10/16/12	M-F 4-430p KARE 11 4 News	CM	4-430P	11111--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/12	10/16/12	11111--	5		\$250.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
2	KARE	10/10/12-10/16/12		M-F 4-430p	4-430P		MTWThF----	:30	\$200.00		0.00	NM			
3	KARE	10/10/12-10/16/12		M-F 4-430p	4-430P		MTWThF----	:30	\$200.00		0.00	NM			
4	KARE	10/10/12-10/16/12		M-F 4-430p	4-430P		MTWThF----	:30	\$200.00		0.00	NM			
N 8	KARE	10/10/12	10/16/12	M-F 430-5p Jeopardy	CM	430-5P	-- 111--	:30	3	\$990.00	P-4	0.00	NM	3	\$2,970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/12	10/16/12	-- 111--	3		\$990.00		0.00						
N 9	KARE	10/10/12	10/16/12	M-F 5-530p KARE 11 5 News	CM	5-530p	11111--	:30	5	\$1,450.00	P-2	0.00	NM	5	\$4,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/12	10/16/12	11111--	5		\$1,450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
3	KARE	10/10/12-10/16/12		M-F 5-530p	5-530p		MTWThF----	:30	\$650.00		0.00	NM			
4	KARE	10/10/12-10/16/12		M-F 5-530p	5-530p		MTWThF----	:30	\$650.00		0.00	NM			
5	KARE	10/10/12-10/16/12		M-F 5-530p	5-530p		MTWThF----	:30	\$650.00		0.00	NM			
N 10	KARE	10/10/12	10/16/12	M-F 6-630p KARE 11 6 News	CM	6-630p	11111--	:30	5	\$1,450.00	P-2	0.00	NM	5	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/12	10/16/12	11111--	5		\$1,450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
2	KARE	10/10/12-10/16/12		M-F 6-630p	6-630p		MTWThF----	:30	\$900.00		0.00	NM			
4	KARE	10/10/12-10/16/12		M-F 6-630p	6-630p		MTWThF----	:30	\$900.00		0.00	NM			
5	KARE	10/10/12-10/16/12		M-F 6-630p	6-630p		MTWThF----	:30	\$900.00		0.00	NM			
N 11	KARE	10/10/12	10/16/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/12	10/16/12	11111--	5		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
2	KARE	10/10/12-10/16/12		M-F 630-7p	630pm-7pm		MTWThF----	:30	\$1,000.00		0.00	NM			
4	KARE	10/10/12-10/16/12		M-F 630-7p	630pm-7pm		MTWThF----	:30	\$1,000.00		0.00	NM			
5	KARE	10/10/12-10/16/12		M-F 630-7p	630pm-7pm		MTWThF----	:30	\$1,000.00		0.00	NM			
N 12	KARE	10/10/12	10/15/12	M-F 10-1035p KARE News 10p	CM	10-1035P	1- 1----	:30	2	\$2,475.00	P-2	0.00	NM	2	\$3,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/12	10/16/12	1- 1----	2		\$2,475.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
2	KARE	10/10/12-10/16/12		M-F 10-1035p	10-1035P		M- W-----	:30	\$1,500.00		0.00	NM			
N 13	KARE	10/13/12	10/13/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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 Estimate: PAULSEN FOR CONGRESS

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N13	KARE	10/13/12	10/13/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		2				\$150.00		0.00			
N14	KARE	10/13/12	10/13/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$400.00		0.00			
N16	KARE	10/13/12	10/13/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$990.00	P-4	0.00	NM	1	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$990.00		0.00			
N17	KARE	10/13/12	10/13/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$810.00	P-4	0.00	NM	1	\$810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$810.00		0.00			
N18	KARE	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$175.00		0.00			
N19	KARE	10/14/12	10/14/12	Meet the Press Meet the Press	CM	9-10a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$2,500.00		0.00			
N20	KARE	10/14/12	10/14/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$1,170.00	P-4	0.00	NM	1	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$1,170.00		0.00			
N21	KARE	10/16/12	10/16/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-T-----		1				\$850.00		0.00			
N22	KARE	10/15/12	10/15/12	M-F 9-10a M-F 9-10a	CM	9-10a	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$175.00		0.00			
N23	KARE	10/15/12	10/16/12	M-F 430-5p Jeopardy	CM	430-5P	11-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	11-----		2				\$600.00		0.00			
Totals													52	\$39,025.00	